

ABSTRACT OF THE DISCLOSURE

A digital contents rental system enables images which are desired by customers to be rented in a short period of time. A user takes a recording medium to the store of the rental agent and sets it to a download apparatus. Subsequently, when a content number or the like is specified by using a keyboard of the download apparatus, the specified contents are downloaded to the recording medium, and a rental fee is calculated and displayed. The user pays the displayed fee, and carries the recording medium back to his home. When the user sets the recording medium to the adaptor and presses the start button, the contents which were downloaded to the recording medium are displayed on a display device.